



## Who IS ON THE FARM

**Ross Smith** is a pork producer who is originally from Twillingate and presently operates out of Summerside in the Bay of Islands. Ross operates the family-run Valley Hill Farms. He works alongside his son Tony and daughter-in-law Cindy. Ross' wife Stella has also helped a great deal with the business over the years, presently handling telephone orders and inquiries, and in the past she worked with Ross in the barn. His granddaughter Christa is another valued member of the organization, she cooks and works on marketing and can often be seen alongside Ross at agriculture shows.

Valley Hill Farms, incorporated in 1989, is a 45-acre operation which has up to 700 pigs at a time, on a rotating basis, with 60 breeders. Ross has his own abattoir on site, which he had constructed after the Corner Brook



Ross at his farm in Summerside

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## Who IS ON THE FARM



**Ross and his granddaughter Christa at the 2009 Corner Brook Agrifoods show.**

abattoir shut down. From that point, much of the product goes onto secondary processing where it becomes sausages, blood pudding, meatloaf, salt pork, scrunchions, and even salt feet and salt tails.

To get his products to market, Ross deals in direct distribution, and travels with his product to destinations as far east as Twillingate, as far west as the Codroy Valley, and as far north as St. Anthony. Recently, Ross even traveled to Labrador with his products and from there over the Quebec border! Ross also sells his product at the Corner Brook Farmers' Market during its operating season.

The unique traveling distribution channel Ross uses has gained him eminence ever since the CBC program Land and Sea did an episode about his operation, which was titled "The travelling pig farmer." Two years after the original airing of the popular CBC program's episode about Valley Hill Farms, Ross still gets new cus-

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tomers who have heard of him from the show and decided to seek him out. The show has had a very positive impact on his business overall.

During his travels, Ross will often set up as a vendor at regional agricultural shows and expos. Most years he will set up at shows in Corner Brook, Port-au-Port, Codroy and Deer Lake. From there he will sell his now well-known sausage-on-a-bun.

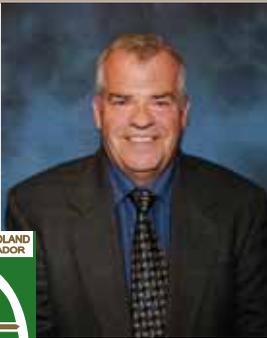
Operating Valley Hill Farms is not without its challenges and Ross cites food safety concerns, feed costs, and keeping up with regulations as his primary challenges. Ross is a big believer in food safety and strives to always provide the cleanest, safest product possible, but this is both a time consuming and expensive process. Feed costs have always been more expensive in

Newfoundland and Labrador, and the recent upward price trend has made running a farm that much more difficult. Keeping up with regulations has also proven to be a challenge, with the pace of change faster than many realize.

Ross Smith has proven that he is more than prepared to handle the varying challenges which face him as a pork producer in Newfoundland and Labrador. His unique travelling distribution has earned him recognition and new customers. The Newfoundland and Labrador Federation of Agriculture wishes Ross continuing success in the future.

By Matthew Carlson

## PRESIDENT'S MESSAGE



Eugene Legge  
President

With the harvest season behind us and Christmas around the corner, I would like to start by taking this opportunity to wish everyone all the best for the season and a safe and prosperous new year. In 2010 we will again see exciting new opportunities for our growing industry, especially given the recent

announcement of a change in contribution percentages and caps under the Growing Forward program.

At the Dairy Farmers of Newfoundland and Labrador (DFNL) Annual General Meeting in November, Minister Dunderdale announced that for-profit business can now avail of a 75% contribution from Growing Forward, up from 50%. Not-for-profit groups have had their maximum contribution raised from 90% to 100%. On top of this, individual producers were previously bound by a maximum of \$200,000 each for the program. This too has been increased, and is now at \$500,000. These changed parameters make it easier for farmers and industry groups to access the funding needed to execute all the innovative ideas which are waiting to be realized.

Over the coming year, the Federation will also be strengthening its partnerships with other organi-

zations in the industry. We will be working closer with agencies like the Canada Food Inspection Agency, the new Environment Division, and AAFC's Research branch. Look for more information on programs available, like Federal lab research, in upcoming issues of the AgriView.

The Federation also continues to deliver great services and discounts to our members through the AgriVantage program, which is now in its third year. There is an overview of the current offerings of the program in the Feature section. We would like to encourage producers who are not yet members to sign up for this very valuable program.

We are also continuing our work on spreading agriculture awareness. Prior to Thanksgiving and we made local media aware that a study was commissioned to examine the percentage of what consumers pay at the grocery store that actually goes to the farmer. We have had great feedback about the study.

Our counterparts in the Western provinces, Manitoba's Keystone Agricultural Producers (KAP), Saskatchewan's Agricultural Producers Association (APAS), and Alberta's Wild Rose Agricultural Producers (WRAP) commissioned the study, called The Farmers' Share. It found that on average, only 27% of the cost of a week's worth of groceries for a family of four returns to the farms where the food is produced. Even with grocery prices rising over the past year by 3.2%, the average farmer's share actually declined by 1.7%.

The point was stressed that consumers must

remember that when they choose imported goods, a lot of the cost is going to transportation and getting the food from the producer to their table. When consumers choose local food, they are reducing transportation costs and instead are re-investing in their local economy.

The Federation looks forward to the opportuni-

ties our industry will see over the next year. We will be continuing to work toward priorities like awareness that we have worked on in the past, as well as new initiatives that we will surely embark on. Again, I would like to close in saying all the best and stay safe in the coming year.

## FEATURE

# AgriVantage Returns with New Partners

The AgriVantage membership program has now entered its third year and has been seeing continued success each year. In addition to all the great services offered by the Federation of Agriculture, members also receive additional benefits through offers from partner businesses. This year, we are very pleased to have three new companies offering special rates to our members and, additionally, the discount card will now be given to associate members as well as industry members.



Members can now save at MegaDomeNL, Newfound Web Solutions, and Pippy Insurance and Financial. MegaDome is the leading Canadian manufacturer of cost efficient agriculture and greenhouse structures. It offers structures for produce storage, equipment storage, hay storage, livestock shelter, manure management, composting, and fur farming.

Newfound Web Solutions is a locally owned and operated business offering a wide range of servic-

es related to the web presence and marketing of your business. It offers the following services: Website design, website hosting (includes e-mails, forwarding, etc.), website maintenance (updates, changes, e-mail troubleshooting, etc.), web marketing (Search Engine Optimization – attracting visitors to your website), marketing strategy, domain registrations and renewals, and design services for various print media (business cards, letterhead, signs, advertisements, etc.).

Pippy Insurance and Financial is offering reduced rates on insurance through Medavie Blue Cross. This includes great rates on health, dental, life, and accidental death and dismemberment insurance. Group rate plans, such as this one offered by the NLFA, also present the advantage of not having to worry about whether pre-existing conditions will be covered.

All of these new offers are in addition to the great offers on travel, farm equipment, heating oil, equipment leasing and much more that have been a continuing part of the program.

With all the great benefits highlighted above, it is easy to see why for the first two years of the program, members have expressed satisfaction levels above 80%.

Maximize your savings with the AgriVantage program by becoming a member today. Join the satisfied members already enjoying the benefits of the program and in the process build a strong united voice for the agriculture industry in this province.

If you require further program details, please visit our website, [www.nlfa.ca](http://www.nlfa.ca) and click on the 'Becoming a Member' link. If you have any questions, please contact Matthew Carlson at (709) 747-4830 or [mcarlson@nlfa.ca](mailto:mcarlson@nlfa.ca).



## Federation of Agriculture Awarded for Parade Float

On November 29<sup>th</sup> an estimated 60,000 onlookers gathered around the streets of downtown St. John's to see the annual Downtown Christmas



Parade. The NLFA has participated in the event for almost ten years and was given recognition for the efforts put into this year's parade float. The Federation won First Place in the 'Best Float Over 20 Feet' category.

A special thanks goes out to the local 4-H club who worked hard with Federation staff on the float and were well represented on the float on parade day as well. We would also like to thank our partners, Atlantic Trailer and Equipment, Chicken Farmers of NL, and the Egg Producers of NL.

## Marketing Workshop Held in St. John's

The Canadian Farm Business Management Council (CFBMC) hosted a workshop called *Marketing: What Every Rural Business Needs to Know* on December 1<sup>st</sup>, in St. John's. The work-



drive on...

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shop is part of a national workshop program designed to connect farmers and rural entrepreneurs with the tools and techniques of agri-marketing.

This one-day event gave local producers the knowledge and confidence to build and execute their own marketing plan. Producers were presented with a concise, affordable way

to learn the essentials of marketing through the presentations at the workshop.

Producers who were unable to attend, but would like to learn more about marketing can visit [www.myfarmbusiness.com](http://www.myfarmbusiness.com) for background information on marketing. The website provides farmers with the tools and resources necessary to develop a marketing plan for today's changing marketplace. The site enables farmers to look at real world business cases, assess their own marketing requirements, engage a support partner and assemble a customized portfolio of resources that will assist them to effectively move forward.

### Upcoming Agriwebinars

Agriwebinars are web-based conferences, hosted by the Canadian Farm Business Management Council, which bring the ideas and expertise of agricultural leaders to producers wherever they may be located. They are designed to inform and inspire producers from the comfort of their homes



or offices or even barns. All that is required is a computer and an Internet connection. A broadband

connection is not required and computers connected by dial-up service can participate.

The sessions last one hour and can be joined at any time throughout that hour. If you miss the entire session, or are interested in a past session, they remain available via the archive section.

The webinars are available by registering at [www.agriwebinar.ca](http://www.agriwebinar.ca)

The following is a listing of upcoming Agriwebinar sessions:

#### **Viability of Canadian Agriculture - Updates for 2010**

January 18, 2010, at 1:30 PM NL Time  
Presented By: George Brinkman  
Theme: Agricultural Economics

This session updates participants on the performance of the Canadian agriculture sector in recent years, and it includes an assessment of the impact of the current global financial crisis. The performance of Canadian farmers and producers in individual provinces are compared with the performance of US farmers.

The presentation also provides provincial examples of current performance, looks at key factors driving crop and livestock prices for the future, and it will also provide ten management strategies for dealing with a potential financial crisis and correction in asset values.

#### **Top Ten Ways to Grow Your Business**

January 25, 2010, at 1:30 PM L Time  
Presented By: Jane Eckert  
Theme: Agritourism

This session tells participants about agritourism success stories. It will deal with the subjects of capturing new sales, building loyalty, agritourism marketing basics, and customer needs. The presentation will also showcase the top ten ways to promote your farm and grow your business.

#### **Adding New Value Powers Up Your Farm**

February 22, 2010, at 1:30 PM NL Time  
Presented By: Gary Morton  
Theme: Marketing

This Agri-Webinar explores value added agriculture and looks at a number of industry innovators who are using the value added concept to reach new profit levels and new opportunities. While value adding isn't the answer for every farm, it



can help many to become more sustainable and successful.

### **Towards an Economically, Environmentally and Emotionally Sustainable Market Garden Business - The First Five Years**

March 1, 2010, at 1:30 PM NL Time  
Presented By: Gwendolyn Simpson  
Theme: Agriculture & The Environment

This session explores the lessons learned in the first five years of operating a niche agri-tourism business and suggests models and templates from which to move forward. Topics will include:

Why everything begins and ends with the numbers; how to capture them, how to read them, how to use them to focus your business.

Why profit and attaining a reasonable rate of return is key to survival.

The importance of establishing your Identity in the marketplace.

Why your marketing needs to address why the public should 'pay more for food'.

The challenges of combining the environmental aspects of your business (a desire for soil enhancement and holistic management methods), with the day to day practicalities of labour, land, pests and diseases;

Emotional sustainability - working together to make your farm business a beautiful and fun place to visit, a healthy and desired place to work, and one that allows people to grow and develop.

### **Current Market Profiles and Demographic Shifts that Shape the Future of the Beef and Beef Cattle Industry in Canada**

March 8, 2010, at 1:30 PM NL Time  
Presented By: Brenda Schoepp  
Theme: Meat Industry

This session will focus on the beef industry from a global perspective through to the production of cattle on your farm. Through this exercise, there will be an opportunity to discuss the shifts in consumer profiles, societal needs and production opportunities.

### **Capturing Opportunities in Organic Agriculture: Initiatives & Trends**

March 15, 2010, at 1:30 PM NL Time  
Presented By: Andrew Hammermeister  
Theme: Agriculture & The Environment

This session looks at market opportunities and trends in organic agriculture. This area continues to capture the attention and interest of consumers and producers alike. This presentation will focus on factors driving this sustained interest, trends in production and consumption, as well as research and planning.

**Have an industry event you would like to feature in this section?**

Please contact Matthew Carlson  
at [mcarlson@nlfa.ca](mailto:mcarlson@nlfa.ca).

The Canadian Agricultural Adaptation Program (CAAP) was developed as the successor to the Advancing Canadian Agriculture and Agri-Food (ACAAF) Program, whose mandate expired March 31, 2009.

The CAAP program continues the innovative industry-led approach employed under the ACAA program with projects delivered at both the national and the regional level.

In Newfoundland and Labrador CAAP is delivered by the Agri-Adapt Council Inc. (AACI).

## CAAP Program Overview

- Agriculture and Agri-Food Canada's (AAFC) Canadian Agricultural Adaptation Program (CAAP) is a five-year, \$163 million initiative with the objective of facilitating the agriculture, agri-food, and agri-based production and processing sectors' ability to seize opportunities, to respond to new and emerging issues, and to pathfind and pilot solutions to new and ongoing issues in order to help it adapt and remain competitive. CAAP builds on the successes of the previous Advancing Canadian Agriculture and Agri-Food (ACAAF) program.

- Newfoundland and Labrador's \$2.8 million share is administered by the Agri-Adapt Council Inc. over 5 years, from 2009 to 2014. CAAP invests in eligible, industry-led projects that clearly demonstrate the benefits to Newfoundland and Labrador's and Canada's agriculture, agri-food and agri-based product sectors' competitiveness.

### CAAP Focus

- **Seizing opportunities** to take advantage of a situation or circumstance to develop a new idea, product, niche, or market opportunity to the benefit of the sector.

- **Responding to new and emerging issues** to address issues that were not of concern previously, or were not known at all.

- **Pathfinding and piloting solutions to new and ongoing issues** to test new ways of dealing with new issues, or find new

ways to deal with existing issues.

- **Pathfinding** means looking at different options to prepare the sector to face the future and remain competitive.

- **Piloting** means the testing of ideas or approaches to see if they are effective enough to use in everyday applications in the sector.

- In order to have a greater impact on the sector, CAAP funding is targeted towards:

- Projects that have projected benefits that exceed costs.

- Applied and adaptive (not basic) research.

- Projects that analyze or test solutions and strategies to address issues and opportunities.

- Projects that test or analyze innovative products, processes or technologies.

- Regional and multi-regional projects.

### CAAP will not fund:

- Advertisement, promotion or awareness activities that brand one region, commodity and/or product over another.

- Information sharing and/or general awareness activities (symposia, AGMs, tradeshow, conferences, or speakers at general meetings) unless they are components of a broader project and are meant to disseminate that project's results.

- Normal business expansion and normal commercial operations.

- International marketing and promotion.

- Human clinical trials.



- As CAAP is to be delivered over a five year period, all project activities must be completed by December 31, 2013 with final reports submitted no later than March 31, 2014. Any unused funds will be returned to AAFC.

- Eligible applicants are any Canadian legal entity capable of entering into a contract with Agri-Adapt Council Inc. As an industry-led initiative, federal, provincial, territorial departments/agencies, and universities and colleges are not eligible to apply directly for CAAP funding. However, in the event that university and/or government researchers are the most qualified to carry out project activities, an industry group can contract the work to those respective researchers.

- CAAP is a "contribution-based" program; clients are reimbursed for costs incurred by submitting to the Agri-Adapt Council Inc. project receipts and reports which are reviewed prior to approval.

- CAAP can invest up to 85% of a project's total cost. Combined government (federal, provincial, municipal) contribution, including CAAP, to a project may not exceed 85% of a project's total cost.

- Only capital expenditures that are specifically required for the execution and performance of the project are eligible. Capital expenditures cannot exceed 25% of total CAAP contribution.

- When a project's benefits accrue to private interests rather than the public good, recipients will be required to repay their contribution directly to the Federal Government. These "repayable contributions" are not loans as no interest accrues during the life of the project. In general, support for not-for-profits will be approved as non-repayable contributions. For-profit entities will receive support as repayable contributions, unless public good is demonstrated.

## LABRADOR REPORT

# Growing New Crops in Labrador



Over the summer, several farmers in Labrador worked with the provincial Department of Natural Resources to conduct trials of a number of new crops in the region.

The crops tested were mostly cereal crops including rye, wheat, alfalfa, flax, oats, and barley. While the final results are not in yet, farmers involved in the initiative cite generally successful trials and this should be a good indication of the viability of these crops in the region.

Farmer Martin Burton had great success growing barley, rye, wheat and oats on his farm, stating that they "all grew perfect." Jim Purdy also

participated in the crop trials. He grew the same four varieties as Martin, as well as flax, alfalfa, clover, and timothy grass. Jim had the most success with rye, and he cites its ability to withstand low pH and dry conditions as the main reasons why it was so successful.

While rye was best suited to Labrador's growing conditions, Jim sees the greatest overall potential in alfalfa, a flowering plant in the pea family. Jim is optimistic about alfalfa because when it is grown in optimal conditions, it has the highest yields among forage plants. It is because of this that alfalfa is the most cultivated legume in the world.

While it may have the most potential, alfalfa is not unique in being a great forage source. All the trial crops share this trait, and barley provides another great example of market potential. Barley is largely used as a major animal feed crop, and has had particular success in northern climates. There is tremendous potential for bar-

ley as a feed, since a finishing diet of barley is a focus of marketing campaigns for Western Canadian beef.

The possibilities for cereal crops in the region have been known for some time. In its 2004 report, *Commercial Carrot Production in Labrador*, the Department of Natural Resources stated that "Current research has shown that barley and oats can be successfully grown in Labrador to be used as green manure crops. Another popular choice would be annual ryegrass." Having real world trial data in addition to the past research materials will no doubt aide in developing Labrador's agriculture industry.

Even with all this great potential, the temperature extremes of Labrador are a major concern for

farmers when growing both new and traditional crops in the region. This is a worry that Jim Purdy knows all too well. Jim received a fair amount of media attention when he lost nearly a hectare of squash, corn, sunflowers and tobacco in July. The trial crops fared better than those that were lost and tend to be very resilient. Finding crops that can withstand the harsh extremes of the region is an obvious priority for Labrador farmers.

Of course, the ultimate verdict on these trials is whether they are commercially viable. The Department of Natural Resources is still crunching the numbers and preparing its findings, but it should have the full results in the near future. All indications so far point to a bright future for Labrador farmers.

## GROWING THE INDUSTRY TODAY for a brighter tomorrow



### AgrilInsurance

- The Canada-Newfoundland and Labrador AgrilInsurance Program provides producers with some degree of income protection.
- The program offers affordable protection from crop losses due to uncontrollable, natural threats like drought, excessive rainfall or wildlife damage.
- Producers pay only 40 percent of the premiums with the remainder cost-shared by the federal/provincial governments.
- The program is available to any producer with one or more acres of potatoes, turnip, carrots, cabbage, beets or parsnips.
- To enroll in the AgrilInsurance program for 2009, producers must have their application submitted by April 30 2009. If you do not receive an application by the first week of April 2009, contact your regional agricultural inspector, agricultural representative or program manager.



Inspector- Western Region  
Danny Brock  
Phone:709-686-2702

Inspector- Eastern Region  
Dwight Snow  
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Program Manager  
Ed Reid  
Phone:709-637-2473

Government of Newfoundland and Labrador  
strategically investing in Agriculture and Agrifoods



The established Labour Market Planning Committee continues to meet on a monthly basis and has identified three priority activities on which to focus:

Labour Market Symposium – Decisions have been made as to what area of the province and what time of year to host the symposium. It will be held mid-fall, 2010 in central Newfoundland (Gander). We are now working on bringing value to the conference in the form of workshops, seminars, and industry meetings.

Awareness of Agriculture Careers to Youth – We are currently working with the Department of Education on including Agriculture into the Career Development 2201 course, which is mandatory in High Schools across the province. A curriculum, including career profiles, is being developed and we are aiming for this to be added to the 2010 school year. As well as the High School Curriculum, we are working with the College of the North Atlantic on a program titled “Youth Exploring Agriculture”, which is an exploratory program, aimed at providing basic skills and knowledge for youth interested in agriculture as a career.

Identifying and Acquiring Training and Other Resources – This has been, and will be, an ongoing task. The challenge will be to determine what resources will be viewed as valuable to the industry and the best way, outside of a website, to communicate the information to the provinces agriculture producers. To date, I have compiled a great amount of resources and continue to gather information on human resource management and the industry’s best practices.

Outside of the three priority items listed above, the Labour Market Coordinator has been active with other organizations, and has attended a number of meetings and conferences that will bring value to the human resource issues in the NL agriculture industry:

CAHRC – The Canadian Agricultural Human Resource Council has recently begun phase II of their Labour Market Initiative (LMI) where they are focusing on producers whose farm gate revenues are below \$100,000 annually. Since this is pertinent to the NL industry the NLFA will be sitting on the advisory committee for this project.

NEAREDB – The Northeast Avalon Regional Economic Development Board is quite active with regards to agriculture in the Greater St. John’s area. They are currently working on an agriculture awareness event for summer/ fall 2010, as well as a Labour Sharing initiative. We have been quite active in the initial planning stages of these projects and will continue to be involved as these events could bring great value to the industry.

CNA – College of the North Atlantic is currently developing a “Youth Exploring Agriculture” program that is to be similar to a mentorship program. We are working with the College in the development of this program, as well as informing the industry of the project and identifying interested producers.

NAAC – Our Labour Market Coordinator, as well as three members of the Federation, attended the National Agriculture Awareness Conference in Saskatoon Saskatchewan. This conference was quite valuable for information on various awareness and classroom activities across the country. It also included workshops on marketing the industry locally as well as awareness activities in the United States. This conference connected the Federation to a great amount of resources for our project and also allowed us to do a great amount of networking.

Tradeshows – Since the end of June the Federation has attended a number of tradeshows and events designed to promote the industry locally. It also allowed us to connect to the public to promote careers in the industry and gather information on the various perceptions of NL agriculture which need to be overcome to improve the industry’s human resources issues.

The project is moving along well and the planning committee has proved to be valuable, with all of the members being quite willing to add ideas, share past and current projects from outside industries, and participate in the planning activities.

If you would like more information on the project, or have any questions related to the labour market or human resources, please contact Chris McCarthy at the Federation office.

## New Initiative Can Help Small and Medium Farms with Labour Issues

The Department of Innovation, Trade and Rural Development (INTRD) has announced a new initiative which can aide small and medium-sized enterprises (SMEs) in strategic sectors (including agriculture) acquire and/or up-skill employees to enhance productivity and global competitiveness, and support their retention and expansion strategies.

### What's Available

This program will normally provide either:

- A non-repayable contribution for skills development of existing relative low-skilled employees for up to 75% of eligible costs to an average of \$10,000 per employee; or
- A wage subsidy for new employees of up to 50% of gross wages to a maximum subsidy of \$20,000 for up to 52 weeks.

### How to Apply

For full program details or to request an Application for assistance, contact any office of the Department of Innovation, Trade and Rural Development, visit [www.gov.nl.ca/intrd](http://www.gov.nl.ca/intrd) or call 1-800-563-2299.

## Local Berry Farmer Inducted into Atlantic Agricultural Hall of Fame

The Atlantic Agricultural Hall of Fame was established in 1968 and honours members of the agricultural community for outstanding contributions to the industry, community and farm organizations. Rhonda Thornley is this year's recipient as she was inducted during a ceremony at the Nova Scotia Agricultural College in Truro, NS, on October 29<sup>th</sup>.

Born in St. John's in 1954, Rhonda attended Bishops College and other local schools before graduating from the College of Trades and Technology. Now, Rhonda and her husband Phillip operate a U-Pick berry farm, offering strawberries and raspberries in Campbellton, central Newfoundland. They started Campbellton Berry

Farm in 1980 along with Rhonda's farther-in-law, the late Peter Thornley.

Rhonda and her family are leaders in the agriculture community in Newfoundland and Labrador and are recognized for their outstanding environmental stewardship. In January 2007, the Thornleys received the Newfoundland and Labrador Federation of Agriculture (NLFA) Environmental Award and were one of the first farms in the province to complete an environmental farm plan.

Rhonda is an outstanding agricultural leader at both the national and provincial level. She has served on many agricultural organizations, including the NLFA and Canadian Farm Business Management Council (CFBMC), where she currently serves as Vice President and Secretary, respectively.



**Rhonda C. Thornley**

Through her work at the NLFA, Rhonda has contributed significantly to the development of the agriculture industry in the province. This has included work toward the development of a stable funding program for the Federation. This initiative was undertaken to ensure long term financial

support to achieve the Federation's motto of "Farmers Helping Farmers".

As Secretary of the CFBMC and a member for over ten years, she has helped to ensure that Canadian farmers have access to the tools and resources needed to create successful farm businesses. Aside from the CFBMC, Rhonda has also worked diligently to advance the horticulture industry in her role on the Newfoundland and Labrador Horticulture Council's Board of Directors. She believes in supporting the needs of farmers and the importance



**2009 Inductees: (L-R) Lottie Cook (represented by daughter Edith Hudgins), NS, Bud Ings (represented by daughter Jeanne Robertson), PEI, John Robinson, NB, and Rhonda Thornley, NL**



of active participation in agricultural organizations to create a stronger and more vibrant agriculture industry.

Rhonda has contributed her skills and business knowledge to help many farmers across the province and country, and has also served on numerous organizations, other than the ones mentioned above, throughout the years. These include the Newfoundland Farm Products Board of Directors, Agricultural Products Marketing Board, Agriculture Awareness Committee, Greenhouse Gas Taking Charge Team and Farm Debt Review Board. Rhonda also strives to promote farm women's issues in the province through her dedicated work as President of the Central Farm Women's Association and as Secretary for the Provincial Farm Women's Association.

In addition to their work in the agriculture industry, Rhonda and Phillip keep busy with their three children, Annette, Angela and Andrew. Outside of the home, Rhonda has also been a leader and volunteer in her community serving as a Guide and Pathfinder leader and Secretary to the Guide Council. She served as a Sunday school teacher and treasurer for the Campbellton Fire Brigade, and has volunteered for many years as the coach for the local high school and junior high girls volleyball and basketball teams. Rhonda has contributed her time and tremendous business and agricultural knowledge in regional business development efforts including serving on the Board of Directors of the Kitiwake Coast Tourism Association.

Nominated by the Newfoundland and Labrador Horticulture Council for her outstanding contributions to her community and the agricultural industry, Rhonda Thornley is indeed a worthy inductee into the Atlantic Agricultural Hall of Fame.

### Chance to Win \$1,000 for Agricultural Students

Are you (or do you know) a University or College student looking for the opportunity to enter a cash prize contest that will allow the participant to share their ideas? Send a video submission to the *Excellence Award for Agricultural Students* for your chance to earn \$1,000!

The Canadian Farm Business Management Council (CFBMC) wants to help agricultural students develop their communication skills by providing them

an opportunity to give an oral presentation on a subject related to farm management. The oral presentations will be submitted in form of a video blog sent in by email or regular mail. The email can contain the video itself or a link to the video on a site, such as YouTube.

Videos should include your name, year and field of study, program, and school attending. Your video should be 3-5 minutes in length and answer the question "How do changing consumer trends affect farm management responsibilities and styles?" The content should keep the attention of the audience while being informative and innovative.

The five winning videos will receive a **\$1,000 cash prize** and will be posted on CFBMC's website.

Application forms, proof of enrolment in an agricultural program, and videos/video links must be received by email or regular mail no later than **March 31, 2010**.

Email: Melissa Dumont, Project Manager  
melissa@cfbmc.com.

Regular mail: Canadian Farm Business  
Management Council

Excellence Award  
for Agricultural Students  
300 250 City Centre Avenue  
Ottawa, Ontario  
K1R 6K7

For more information about this year's award, please visit

<http://www.farmcentre.com/Features/TheNewFarmer/Resources/StudentAwards/apply.aspx>.

### Changes to the Growing Forward Program

The Department of Natural Resources recently announced changes to the Growing Forward program for the 2009-2010 fiscal year. The following is now in effect:

The program limit per applicant has been increased from \$200,000 to \$500,000 over the life of the program.

All programs that previously had a minimum contribution of 50% of eligible costs have been increased to 75% of eligible costs.

Funding for not-for-profit groups, pastures, industry associations, and regional economic development groups has been increased from up to 90% to up to a maximum of 100%.

Extensive rock removal on currently productive land may be considered for funding up to \$1,000 per acre.

The limit of \$15,000 per year for pastures has been removed.

Previously approved projects will also be adjusted accordingly, meaning there is no need to re-apply for past projects.

The Newfoundland and Labrador Federation of Agriculture applauds these changes which will lead to a more competitive and technically advanced industry.

Growing Forward is a five-year commitment by Canada's federal, provincial and territorial governments to support the development of a profitable, innovative agri-food sector that is adept at managing risk and responsive to market demands.

### What's New at the Canadian Federation of Agriculture

The following are some initiatives being worked on at the Canadian Federation of Agriculture (CFA):

#### **CFA is now on twitter!**

The CFA's Twitter page can be found at <http://twitter.com/CFAFCA>, where updates can be followed by anyone with internet access.

#### **National Food Strategy**

The CFA Board has approved the two-part proposal to develop a National Food Strategy and accompanying PR campaign entitled "The Future of Food." A working group will be struck in the coming weeks to discuss and develop some guiding principles to bring back to the CFA members at the AGM for further discussion. Initial conversations held with government and party officials, and a number of stakeholders along the value chain on this industry led-initiative have been met positively.

#### **Trade News**

CFA President, Laurent Pellerin, attended the Ministerial Meeting at the WTO in Geneva, Switzerland and met with Minister of Agriculture and Agri-Food Gerry Ritz to voice CFA's balanced trade position on the ongoing negotiations for the Doha Development Round. Amid intense pressure to finish the modalities in early 2010, Pellerin noted that the CFA has concerns with the current set of modalities that have been the basis of the negotiations for the past full year.

In Geneva, the Indian and Brazilian led group of G-20 Developing Countries met on November 29 to discuss the Doha Round of negotiations. A statement, which was endorsed by all G-20 Developing Countries and the African, Caribbean and Pacific countries, urged for action on the Doha Round. The Cairns Ministers met on November 30<sup>th</sup> and also released a communiqué which echoed the call of the G-20 Developing Countries and called on members to "secure and ambitious and balanced outcome to the Doha Round in 2010 in line with the agreed mandate, based on the progress already made, including with regard to modalities." Both groups seek to have another full Ministerial Conference between February and June where a deal can be had before the developed countries G-20 summit in July 2010. [Click here to view the Communiqué from the CAIRNS group.](#)

The CFA attended the Parliamentary Standing Committee on International Trade meeting on November 17. Canadian Pork International presented on the need to pass the Canada-Columbia FTA at the earliest opportunity. CPI was vigorously attacked by the Bloc and NDP over Columbia's human rights record. The CFA is seeking to present to the committee. For more information, contact Robert Godfrey at [robert.godfrey@cfafca.ca](mailto:robert.godfrey@cfafca.ca)

#### **Upcoming CFA Events:**

Feb. 22 - 24, 2010 CFA Annual Meeting  
• Crowne Plaza Hotel, Ottawa, Ontario

April 20-22, 2010 CFA Board Meeting  
• Ottawa

July 27- 29, 2010 CFA Semi-Annual 2010 Meeting  
• Halifax, Nova Scotia

October 19-21, 2010 CFA Board Meeting  
• Ottawa



# Merry Christmas and Happy Holidays from the Federation of Agriculture

The following are pictures of the NLFA's float in the 2009 Downtown Christmas Parade.



Pictures courtesy Denise Dunne.

# Agri-Adapt Council Inc. (AACI)



## Now Accepting CAAP Applications

The Agri-Adapt Council Inc. (AACI) would like to notify producers that we are now accepting applications for the Canadian Agricultural Adaption Program (CAAP).

A detailed overview of the program is available in the AACI update section of the newsletter on pages 8 and 9.

Producers interested in applying should contact AACI:

308 Brookfield Rd.  
PO Box 1045  
Mt. Pearl, NL A1N 3C9

(709) 747-4874  
info@nlfa.ca



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada